



SBIR-STTR Proposal Training Session with National Expert Coming April 28th

Utah's small businesses that are hoping to bring a new technology to the marketplace know all too well the hurdles of funding – jump high, higher and then, higher still. Money comes first from “friends, family and fools” and then – with luck – loans, Angel funding and venture capital. These latter avenues can dilute the entrepreneur's equity and control.

There is a source of considerable capital that does not require giving up equity, and that is federal government research dollars. Small Business Innovation Research (SBIR) grants are offered by nearly a dozen federal agencies to help bring new technologies to the market. The SBIR program, now in its 27th year, has a proven record of success, having produced more than 84,000 patents and untold technologies, companies, jobs and revenues across the country.

On Tuesday, April 28th, USTAR and Salt Lake Community College (SLCC) are pleased to sponsor an opportunity for Utah's small businesses to learn how to win undiluted government dollars. Jim Greenwood, nationally known SBIR–STTR trainer and proposal evaluator, has been involved since the inception of these programs. He will bring his expertise to SLCC-Miller Campus for a one-day workshop: SBIR Phase I Proposal Training.

Submitting a SBIR or STTR proposal is a complex process. National studies show that getting help (such as attending the center's workshop) can more than double the success rate for companies submitting SBIR-STTR grants.

Focusing on Phase I, this seminar will convey to each attendee the strategy of crafting a SBIR response as well as how to draft and review one. There will also be a discussion of the debriefing process. Finally, Greenwood will offer a critique of an actual SBIR proposal.

All attendees will be entitled to a free evaluation by the Greenwoods of one of the attendee's own grant submissions, a \$400 value. Breakfast and lunch will be included and parking is free. Cost for the seminar is \$100 if paid before April 1st and \$125 thereafter.

To register, please go to www.sbir.utah.gov, look for the Greenwood seminar link and fill out the registration form. Space is limited. For more information on how this might benefit your company, please feel free to contact Mary Cardon at 801.957.5249, mcardon@utah.gov; or Ed Kimball at 801.957.5239, ekimball@utah.gov; Monday – Thursday 7:00-5:00.

ABOUT USTAR

The Utah Science Technology and Research initiative (USTAR) is a long-term, state-funded investment to strengthen Utah's "knowledge economy" and generate high-paying jobs. Funded in March 2006 by the State Legislature, USTAR is based on three program areas. The first area involves funding for strategic investments at the University of Utah and Utah State University to

recruit world-class researchers. The second area is to build state-of-the-art interdisciplinary facilities at these institutions for the innovation teams. The third program area involves teams that work with companies and entrepreneurs across the State to promote science, innovation, and commercialization activities. For more information, go to www.innovationutah.com.

March 20, 2009